

Gleichen Branch G.W.V.A.

General meeting of the above branch is held on the first Sunday in the month, at 2:30 p.m.
Visiting members always welcome.

President, D. BURNES
Secretary-Treas., A. G. B. LEWIS

DR. L. H. WRIGHT
DENTIST
GLEICHEN, ALBERTA

Phone 49 Office
Near C.P.R. Station

DR. A. W. BOWLES
M.D.C.M. M.C.M. M.F.S. A.M.
Physician
and Surgeon
Phone Office 41, Residence 40
GLEICHEN

Miss E. Frankton
TRAINED MATERNITY
NURSE
FOR APPOINTMENT
Box 79 Phone 104 Gleichen

Joseph O'Keefe
BARRISTER,
SOLICITOR,
AT-LAW

Also solicitor of the Supreme
Court Ireland and King's
Bench Manitoba.

Fire and Mail Insurance
Telephone No. 19
Office Rooms 5 and 6
The Royal Bank of Canada Building
GLEICHEN, ALTA.

T. H. Beach
Auctioneer
Sales Conducted any place
in the Province

FOR TERMS
Enquire at Gleichen Hardware Store
Office phone 3 Residence phone 2

HARDWICK BROS
Range, Snake Valley
Owners of all cattle brands:
Left side of neck right
Horse brands:
D.R. right

GEO. W. EVANS
Undertaking
and Embalming
Artificial wreaths always
on hand. Weather extremes
will not affect these flowers
in any way.

Gleichen, Alta

!! COAL !!

New Castle Lump
Per Ton
Out of Shed, \$8.75
Off Car, \$8.50

Honest Weights
Revelstoke Sawmill Co.

THE GLEICHEN CALL

W. PARK EVANS, PROPRIETOR
Member of the Canadian Weekly Newspapers Association
Member of the Alberta Press Association

Published every Wednesday in the Heart of a Wonderful Rich Farming and Ranching District.

SUBSCRIPTION, \$2.00 per Year Foreign Countries \$2.50
Advertising Rates—Daily, 10c per Column Inch first insertion; and 5c for each subsequent insertion. Reading matter accepted only with duplicate copy line—12 lines to the inch.

EXCHANGE MUST BE ACCOMPANIED BY ALL CHECKS

GLEICHEN, ALBERTA, WEDNESDAY

Modern Dress and Adornment

We noticed recently in a contemporary article of those bitter attacks on certain aspects of the manners of the girls and young women of the present day. During and since the war there has been a general epidemic of such criticism, much of which and of the replies to it has been one-sided and hasty in character.

One feature of the criticism in question related to the employment of powder and paint, which are now used as a matter of taste and taste varies from year to year and with neither restraint nor attempt at concealment. This generation to generation. The defense of the use of powder and paint is that any girl is quite entitled to make herself look as artistically attractive as possible, and the openness of the present day practice negates the suggestion that it is an attempt to deceive the innocent and to lead young men into believing that what she sees is the red and white roses of blooming youth rather than the sophisticated product of the local drug store.

The reply to this defense is that powder and paint as generally used are not in the least artistic or attractive. Art rarely or never can rival nature. Usually it is well satisfied if it can make anything like an approximation to nature, and when the intending artist has neither skill nor knowledge of her art, the result which she produces is merely a pasty crimson blotch, which is immeasurably inferior to nature's feeblest efforts. As to whether it is healthy or not to dog one's skin with cosmetics, that is for doctors to decide. The average lady would be inclined to say that it cannot be healthy. The suggestion that it involves its users in useless expense is obvious, but if we insisted on this point, we should incur grave risk of being advised to take advantage of the British Empire's mandate over Palestine and to our Jews in that historic land.

Our contemporary's next criticism was directed to the modern short skirt, which was unsparingly condemned as vulgar, immoral and wholly indefensible. This is nonsense. The short skirt is infinitely more hygienic than the trailing microbe trap of former days; it is easier to walk in, and generally, at least, as comfortable as the long skirt. As to whether it is artistic depends on the wearer. We almost said that it took less material to make and was therefore cheaper, but the shadow of the already referred to exile to the suburbs of Jerusalem warned us away in time.

There is, however, a very serious aspect of the social question involved in the controversy over the short skirt as immodest or even immoral persons realize that expressed in the oriental attitude to women, who are kept shut off and veiled from the sight of all men except their particular lord and master, who regards them as companions but merely as a slightly superior kind of domestic animal. Do those who attack the wearers of the short skirt as immodest, or even immoral persons realize that to the average Oriental all western women, including the most virtuous and most matron, appear shameless to the last degree because they go about the world with unveiled faces and mix freely with men not of their own family? Do they approve of the mental attitude of certain classes as Victorian days. Who draped the legs of their and hard won blessing, a starting contrast and emphyseas for reasons of modesty? Do they realize that freedom attained by the modern women is an entirely recent thing from the condition of semi-slavery in which they have lived in the world for much of its history, when they were treated as having neither intelligence nor capacity but merely a transient physical beauty entitling them while it lasted to a half contemptuous, sometimes spuriously chivalrous adoration? Do they realize how much that condition of passive and resigned inferiority is embodied or typified in long trailing robes which permit only of elegant activity? Of course there is a medium in all things, and the modern girl who is said to powder her legs in public has a mentality which is an unattractive blend of the oriental hare and the occidental lunatic asylum, but she is an extreme case.

Finally, do these critics realize the implied criticism which they pronounce on themselves when they say the short skirt is vulgar? There is a story which may make this clear to the more quickly than any theoretical explanation. An artist was taking a friend round a gallery of classical sculptures. They passed opposite a nude figure. "Is not that indecent?" said the friend. "No," was the reply, "but your remark is." We recommend the critics to consider the implication of this story.

The article appearing elsewhere in this issue written by Mr. John Glambek is at least interesting reading, and goes to show that our farmers are very seriously considering what is the best thing to do to overcome their present difficulties, which is the very best sign that some good will result. Each and every farmer is aware that it is time to consider new ways and means and all are getting down to seriously consider what is best to be done and from the various ideas that are brought out and are to be tried out this year no doubt much good will result. The Call columns are open at all times for our farmers to discuss their ideas and we will be pleased to hear from others who believe they see a means of helping themselves out of the trouble. The more these things are discussed the more apt are we to strike the right things for our district.

REVOLUTION IN FARMING METHODS

But, don't despair. If a change is coming. The mind of the Canadian farmer is now undergoing a revolution and while the present hard times has been a terrible experience, it may be a blessing in disguise—it has made many a farmer see things he never saw before. Most farmers who took up land here in the past came with the idea to get rich quick by their own individual efforts, they sell out as soon as the easy-skinning process was over.

Most of us who are still here have been caught in a trap, so to speak. We can't sell out, and in most cases if we leave we will be just with the clothes on our back—and where will we go? The conditions in the States, if anything is worse than in Canada. So I think we will have to stay and fight it out, and the only road lies along organized co-operative methods.

"While we are making a start in this new method of farming a don't forget our organization. We must be preparing for a fight for better transportation, a lowering of freight rates, and, of course, a better marketing system that will dispose of all unnecessary mismanagement."

In conclusion I want, to appeal to the men on the farm who are more or less in the line to know that in many cases they are more alive than they think. No one who is willing to apply the same to one's own well built house, who can afford no improvements, no new furniture to replace the old worn-out pieces, who who are worried about getting enough warm clothing for their children—get after that man of yours. Get him to join the farmers' local and pay his dues, if he has not already done so. I know that it is hard in many cases to part with three dollars, but it will come back with interest. Instead of sitting at home worrying over your troubles come out to the meetings and help discuss what can be done to improve our condition.

Next spring make that man of yours show up a few acres around the house and have him plant trees in it. When it is for planting put a few straw-very small and small fruit bushes, and try to grow your own small fruit. If you have not a favorable garden patch where to grow vegetables, make that man of yours throw a dip across a couple to save the snow water for irrigating a garden patch. That give your man no rest till he puts in a few acres of corn or other cultivated crops so there will be food for the cows, etc., next winter.

P.S.—Just how many of the assembled farmers took Mr. Trap's proposition seriously I don't know. But I do know that quite a few were shook full of criticism and will have to be shown. It is always thus and some people would object to any new method just out of pure casuistry. One objection I have heard advanced is: "More rain falls in the Arrowood district than we have and it raises anything on land prepared for summer fallow is bound to be a failure." It may be so but it is worth a trial. It is my opinion that no farmer can afford not to try.

For grain growing is no doubt the easiest method of farming and so long as we could grow 35 bushels per acre on new breaking or summer fallow and 20 bushels on stubble; well, who would bother with anything else? But apparently time has been busy and years like 1915-16 are far between in Alberta. Nobody can deny that soil-building and weeds are increasing in every farm at a fearful rate and it looks to me that unless we adopt different farm methods the weeds and our increasing debts will soon force most of us away from the farm.

"THE PILL BOTTLE"

The Y.P.C.W. Society of the Bow Valley Church will render a very interesting and instructive service entitled "The Pill Bottle" at the Bow Valley Church, Saturday night January 27, at 7:30 p.m. "The Pill Bottle" is a medical missionary play given for the benefit of the foreign missionary which the church is supporting in India. The young people have worked hard and faithfully under difficult circumstances, but in order that all may be permitted to enjoy this unique little drama, there will be no admission charged, but at the close of the last scene a collection will be taken.

"THE PILL BOTTLE"

HENDERSON & MALLORY
INSURANCE
REAL ESTATE
PROPERTY AGENTS
Absolute Security—
Personal Supervision
GLEICHEN
ALBERTA

MIT WADE

PRACTICAL SHOE REPAIRER

Best Materials Used.

Work Guaranteed

Hand Sewn Work a Specialty

TRY ME AND SEE

Shop in Basement of Royal Bank—Gleichen

HORSE SHOES FOR LUCK

are in vogue at weddings and over racing stable doors, but will not help to build up your sales volume.

Business success, or "luck", as jealous rivals call it, is the product of wise planning, a square deal policy of service and ADVERTISING.

ADVERTISING keeps the Public informed of your business. Such knowledge breeds confidence and Goodwill. An expenditure in advertising will prove an interest-bearing investment.

Get the facts from any live awake business man in Gleichen or elsewhere.

A WORD TO THE WISE

A list of advertisers from the Gleichen Call in your shoe bag or pocket is the very best "Horse Shoe" you can carry for "luck" in buying. An advertisement is an invitation.

!! Shop Where You Are Invited to Shop !!

NOTICE

All persons are hereby warned against buying any grain, hay or other produce, cattle, horses, wagons, harnesses, saddles, mowers or rakes from any Indian of the Blackfoot Reserve without an officially printed permit issued by the Indian Agent.

Also not to take in pledge or make any loan upon any article to any Indian under penalty of having any such articles seized and being prosecuted for illegal pawning.
G. H. GOODERHAM
Indian Agent

Custom Grain
Grinding done by
J. A. Renaud.

We are Agents for the
BEST CAR OIL
Save Your Car by buying Good Oil.

Polarine, Light.....\$1.10 per Gallon
Mobile A.....Price \$1.75 per Gallon
Mobile B.....Price \$1.95 per Gallon
Wm. Penn, Heavy.....Price \$1.50 per Gallon
Wm. Penn, Medium.....\$1.50 Per Gallon
Polarine, Heavy.....\$1.10 per Gallon

McKAY HARDWARE CO.
GLEICHEN, Alta.

HOW'S BUSINESS???

Advertising, backed by the right spirit, the right goods and the right service, can route a sinking business and make a prosperous business more masterful in its own community.

DO NOT BUY

Harness or Shoes

FROM A PICTURE

SEE OUR TRACES WITH A TEN
YEAR GUARANTEE

MEN'S WORK SHOES AT \$6.25
TO \$10.00

WE STAND BEHIND THESE GOODS

T. H. BEACH
HARNESS AND SHOES

WEBSTER BROS. LTD.

Pre-INVENTORY

BARGAINS

FOR MEN and BOYS

Owing to the exceptionally mild weather we are going to clear out the following lines at ridiculous prices:

Heavy Underwear.
Gloves and Mitts,
Sweaters,
Mackinaw Coats,
Shirts, Sox,
Overshoes, Felt
and Wonnegons.

Don't miss this great opportunity

The Busy Store

"Your Money's Worth or Money Back"

CLOSING OUT
SALE OF
STRACK'S
ENTIRE
STOCK

CONSISTING OF:
Groceries,
Men's, Ladies' and
Children's Shoes, Etc.

Everything is going below cost. We have only a few weeks to clear the entire

\$10,000--TEN THOUSAND DOLLAR STOCK

The sale is now going strong.

Come and get your share of the Bargains, before it is too late. We will not attempt to itemize any special article in this ad., but will MAIL YOU A CIRCULAR.

This is a sale that Gleichen never saw the like before. Come and be convinced for yourself.

W. Strack's Gleichen Groceteria

GLEICHEN,

ALERTA

TOWN AND DISTRICT

If you have foot troubles of any kind consult Dr. Scholl's foot expert next Monday and Tuesday 29 and 30 of January.

The Union Church Ladies Circle will meet tomorrow, Thursday, Jan. 28th, at Mrs. E. W. Taylor's home, at 3 p.m. Chas. J. Buffel, Gleichen's ever-obliging C.P.R. agent, was taken to a Calgary hospital Friday evening very ill. He had been going to leave shortly for California owing to continued ill health, and it is hoped he will soon be well enough to continue his journey.

Keep your eye on label of your Call. We are changing many of them just now and some errors are bound to occur despite our best efforts to avoid them. Let us know if you are not given proper credit.

Jan. 25th, Thursday, the W.A. will meet at the home of Mrs. Read, at 3 p.m.

ARROWOOD BRIEFS

Russel Culp has just installed a three radio receiving station, one of the strongest in the district.

Among those from our community in Calgary during the U.F.A. convention were Messrs. M. H. Ward, Paul Norton, W. M. Lyle, R. B. Jones, Felix H. Jones, W. C. Lyle, Neil Robinson, Jack Beagle and Mrs. H. R. Bennett and Gladys Bennett.

The cast of characters of the play, "The Pill Bottle," took dinner at the home of L. H. Irwin last Sunday, after which they went to the church to practice. The play will be given at the church next Saturday, the 27th.

Among the families upon the sick list on account of the "flu" recently have been the families of W. S. Hall, Paul Norton, J. H. Brubaker, E. C. Bowman, J. A. Mason and Luther Shatto.

The Young People's Christian Workers class of the church, which met at 7 p.m., have had their room filled to overflowing for some Sunday past. The Young People's Sunday school class at 10:30 a.m. under the teaching of Rev. Luther Shatto, is another place where much interest is being shown. Members of these classes are always pleased to meet other young people of the community, and will endeavor to make them feel welcome at their classes.

Mrs. Gaylen Jones arrived from the central states a week ago, where she spent a six week's vacation. She reports business conditions as being on a much better basis than in this country. She says that building and city improvements are going forward at an almost unprecedented rate. Corn is 50 cents and wheat 81 per bushel, while eggs are eight cents per pound. It is notable that two years ago corn was selling for only 35 cents per bushel there.

ST. ANDREW'S CHURCH

January 28th—
Morning Prayer (Chorus) 11:30 a.m.
Sunday School, 2:30 p.m.
Evening prayer, 7:30 p.m.
Services at church will be discontinued for the winter months.

OPERA HOUSE NIGHTS

Last Saturday night at 8:30 p.m. the theatre goss of Gleichen and district will be favored with "The Gilded Lily," in which is Mac Murray, in her famous picture. The picture runs for 180 days in the Rivoli Theatre, New York City, which fact alone shows its quality. Screen critics all over the continent join in their opinions as to the excellency of this production.

The story is a melodramatic and full of surprises, beautiful settings, graceful dances and running through it all is the underplay of a professional dancer to live a good life. Her dream of a great life, home and children, is finally realized. The Broadway rounder who starts out as a villain, finally proves himself to be a hero of the first order. The dramatic tension and the strong plot retains interest right to the end of the play, and the actors and actresses fully breathe their personality to their audiences.

Unreserved Auction Sale

Invited by the Strathmore Farm Co. (per Mr. Green), who are giving up farming I will sell at their farm 4 miles and 2 miles south of Gleichen, and 4 miles north of Yamaska on WEDNESDAY, JAN 31

75 HEAD OF HORSES

Full line of first class farm implements and quantity of household furniture and 120 head of White Wyandotte Chickens.

HORSES COMPRISE:
17 HEAD OF REG. PERCHERONS, including Alpha Jr., black stout, fashionable bay, good stock getter and a good individual. Also 11 mares and 5 yearling colts.
25 HEAD OF GRADE HORSES

Including 41 head of mares and geldings, weighing 1400 to 1800 lbs., all well broke and ready for work. Balance good banded and 2 year olds.

CATTLE COMPRISE

25 REG. HERFORDS, including 3 Bulls, 20 Cows and 5 yearlings, an exceptionally good bunch, 38 head grade Hereford cows in calf.

Also a full line of farm implements including breaking outfit, Case engine 22 and 40, Red River Separator, 28 inch, all in good order Terms will be given on this outfit.

NOTE—The auctioneer is giving up farming and therefore was a better opportunity to get what you require as at this sale (either live stock or farm equipment) as they are all of the best and will be sold absolutely without reserve.

Phone MEETS
Terms Cash—
A. LAYZEL, Auctioneer.

SEALED TENDERS

SEALED TENDERS, addressed to the Postmaster General, will be received at Ottawa until noon, on Friday, the 22nd of February, 1923, for the conveyance of his Majesty's Mails, on a proposed contract for four years, twice per week on the route Cluny and Lake McGeer, via, Majorville, Milo and Questown, from the 1st of April next.

Printed notices containing further information as to conditions of proposed Contract may be seen and blank forms of Tenders may be obtained at the Post Office of Cluny, Lake McGeer, Majorville, Milo and Questown, and at the office of the Post Office Inspector:

A. D. BRUCE,
Post Office Inspector,
Calgary, Jan. 12, 1923. 45

MISCELLANEOUS

FOR SALE — In the stacks all new growth tough bay, nice and bright, good for horses and cows, \$15 per ton. M. Bollinger. 45

FOR SALE — Barred Rocks, past bred hens and cockerels from self-fertilized stock. One year old hens \$1.50 each. Cockerels \$2 to \$6 each. M. Bollinger. 45

IN POUND

Notice is hereby given that the following animals are in Pound at the Northwest Quarter of Section 25-28-22, Gleichen 9-0-1:

Bay Mare, weight about 1000 lbs., 4 years old, brands on left shoulder.

Chestnut Mare, 3 years old, weight about 700 lbs., branded on the right shoulder.

FELIX DEJARDINE
Poundkeeper.
These animals will be sold on Feb. 12th, 1923, if not claimed.

Foot Specialist

Coming to This Store

An expert on the human foot will be here from January 29 to January 30, to tell our customers about Foot Comfort, and how easily it can be attained.

Free Examination
And Expert Advice

This specialist knows all about feet and how to overcome their troubles. He was personally trained by

DR. WM. M. SCHOLL

the foremost authority on the human foot and its troubles. He has the knowledge and the experience to tell, almost at a glance what causes that foot trouble that makes you suffer. He not only knows what the trouble is but also knows that



Then is a
Dr. Scholl
Appliance or Remedy for Every Foot Trouble

and he can fit the proper appliance to correct Your foot discomfort. Be sure to come in and let him demonstrate that you need suffer no longer. Remember, it is absolutely free. All are invited.

STABBACK & BROWN

MEN'S AND BOYS' OUTFITTERS

"Watch Your Feet"

SEE OUR DISPLAY WINDOW OF DR. SCHOLL'S FOOT TROUBLE APPLIANCES

Store Furniture For Sale

Having purchased the Gleichen Hotel I will offer FOR SALE THE ENTIRE

FIXTURES,
FURNITURE,
COUNTERS,
AND FURNITURE
IN W. STRACK'S STORE AT BARGAIN PRICES

I will open the place as a Private Hotel on February 1.

WON SING, Proprietor,
Gleichen Hotel, — — — Gleichen, Alberta

RADIOS!

Someone said the Radio craze would dwindle with the years. That all the broadcasting and stunts would go—but it appears

As though this prophet bold were wrong—the craze is far from gone.

Radio is a "through train", folks, and everybody's on.

POBET'S RADIOS

"THEY SPEAK FOR THEMSELVES"

We have Parts on hand and Install Maps 55c.

Stages without Battery \$25 each.

PHONE 108

F. E. POBST, The Blacksmith, GLEICHEN

COAL! COAL! COAL!

GOOD HOPE MINE, STANDARD

We wish to advise our customers both past and present that we have plenty of coal on hand at all times. Our coal is Dry, free from slack and other impurities and properly prepared.

Single Screened Lump.....\$5.50 per ton

Double Screened Lump.....\$6.00 per ton

Store Coal.....\$4.50 per ton

CARLOAD LOTS TO ANY POINT

SATISFACTION GUARANTEED

GOOD HOPE MINE

W. R. WALSH, Manager

STANDARD, — — — ALBERTA